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# Vicky

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*A staple in the closet of every college girl, career girl, and homemaker is the adaptable, short-sleeve cotton blouse. It is one of the fashion world's most versatile items for it can be teamed with skirts, suits, blouses, shorts, slacks, or what have you.*

# VICKY

went window shopping for new clothes and is trying to decide where to spend her summer job money. One thing she's sure of—whatever she buys, the versatility of this fall's fashions will make each dollar stretch, for this is a year for separates. Here's what Vicky saw:

## ● *Separates to mix and match*

Wool jersey blouses and skirts for you to team up as one-piece dresses or mix them for the perennially popular skirt and blouse.

Skirts with buttons marching across the hip-line, down the front or back, with narrow belts and oversize pockets.

A wool jersey twin sweater set fast becoming extra special among sweater sets.

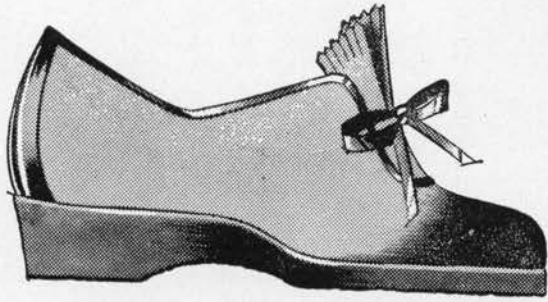
Weskits, jerkins and vests to wear with skirts and crisp blouses. For you who still cling to the sweat shirt, a pleasing version in wool soft jersey.

To peek from under your jackets, middys and sleeveless or camisole jerseys.

Another all-important top—the wrist length, fitted and sleeveless vest which was inspired by the American Revolutionary times.

Velveteen blouses to wear with tweed skirts for casual dates and crisp fabric ones for that big dance.

For all practical purposes, the cotton pique shirt, tailored for everything, to serve you down to the last thread.



The Yodeler  
\$10.95

## **These Classics Take the Co-eds!**

*By Charm, That is . . .*

*Johansen*  
JUNIORS

The Yodeler comes in  
the Following Combinations.

*Black suede with red leather trim.  
Brown suede with green leather trim.  
Camel tan suede with tan elk trim.  
Green suede with rust elk trim.*

Classic Johansen Juniors are more popular  
than ever this year . . . on campus,  
at leisure . . . on the girl who takes her dates  
casually. They fit and feel like dreams . .  
at a dream of a price.



*DeArcy's* BOOT  
SHOP

CORNER EIGHTH AND WALNUT

The soft silk shirt turned dashing with a short square scarf tucked under the collar.

Short, fitted cardigans worn as sweater-jackets over plain skirts or casual dresses.

Suede-trimmed skirts, double breasted and slim.

Fagotted squares of matched corduroy and velveteen resembling a patchwork skirt.

Dyed-to-match sweaters and skirts for trotting to lectures and labs.



### ● *Dresses for fall fun*

The basic dress with its simple lines, neckline trimmed with neat, jet beaded collars for 1950. Others have fancy collars latticed or split for open-work glamour.

The knitted touch added to dresses of wool jersey, corduroy and woolens by knitted tops or sweater-like ribbing.

To slip into before a fireside—feather-weight tweeds or sheer worsted woolens.



Jersey goes high fashion when combined with chiffon or satin; soft and dressy with hand embroidery and soft bow-tie necklines.

To delight you—the asymmetric-slim dress, buttoned or wrapped with opposed hipline pockets.

Full removable overskirts, floating panels, rippling folds and gushing fullness transforming slim-as-a-reed dresses to a full-blown silhouette.

### ● *Suits and coats*

Warm and soft with the touch you know is right, a winter coat lined with gray kidskin.



Following the trend, a belted suit creation with hipbone length jacket and a clipped waistline, a hint of blousing in the back.

Complete fur coats in the classic long length or the more modern fingertip length.

Furs in bulkier coats which create a "wind-fill" effect with the majority caught at the waist with wide or narrow belts, of matching fur or leather.

Others trimmed in persian lamb and leopard skin, both inside and outside.

A smooth chinchilla topper, boxy and always double breasted, in a line of surprise colors.



#### ● Shoes

Crepe soles in natural, red, gray, green, tan or blue with matched or contrasted suede uppers.

A more durable crepe sole that will withstand abrasion, snow and ice, mud, water, heat and contact with oil and grease.

The polished leather look in the glossiest leather shoes in many a season. Colors featured are mulberry, taupe, henna and green.

Velvet, satin, brocade with gold or rhinestone sparkle in opera pumps for evening.

A side-laced shoe of tanned calf in cordovan color with pointed soft toe.

Shoes for long walks with narrowed toe, narrowing heels, some going lower, slimly.

#### ● Jewelry

A watch like granddad's dangling from your belt on a ribbon. A burlap belt with staggered pearl buttons to spice up your favorite shirt.



## FALL FORMALS



We have just the formal for you and the exciting dates ahead. This season brings the gayest and the most sophisticated styles. Whatever the mood, we have a formal for you in our wide selection. Come in now!

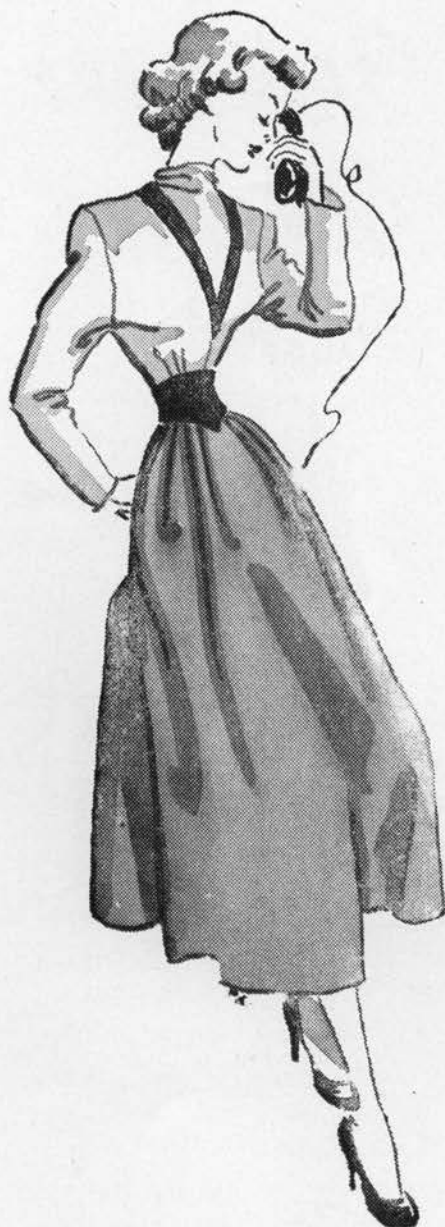
*The Fair*  
AMES' FOREMOST STORE

225 Main street

Phone 100

# STYLES for SCHOOL

## by KAHN



He'll be a push-over for you when you wear this dress with the new push-up sweater sleeves. It's made of the finest 100% virgin wool worsted jersey and is sag proof. The red velveteen insertion at the neck line and the matching belt accent the youthful lines.



The silver gray top and elephant gray skirt are a smart combination to complement your college wardrobe. Priced at \$27.95.

We feature Life bras from \$1.25 up and Life girdles from \$5.00 up.

# BOBBY ROGERS

Campustown

Phone 554-W



Earrings that dangle.

An enamel sunburst pendant dangling at the end of a gold watch chain.

Sets of three pearl scatterpins, in graduated sizes, to perch on the collar of your dress, your black hat or the cuff of your glove.

One big sunburst pin, or a grouping of tiny sunbursts, to spice up a tailored suit or blouse.

For evening fun and glitter—a flesh colored net necklace, with a spaced twinkle of rhinestones.



#### ● Other Accessories

A velveteen storm boot to take you on sloppy weather dates. To pep up your favorite sweater, a suede tie with saw-tooth edging.

Nylons with a shadowy clock to high-light your slim ankles. To keep the rain off, or just carry cause it's pretty, a bamboo-handled T-stick umbrella in bright colors.

Velvet hats, any color, any shape, just so it's velvet and small, to take you to teas and church.

Long gloves that you can crush down in rich folds making them any length you wish.

Burlap again in a pouch bag, red leather top.

The cachet, a little box in bright faille carrying a flask of perfume, a lipstick and room for whatever else you want to slip in.



#### Scoring for Roommates

1. No; 2. Yes; 3. No; 4. Yes; 5. No; 6. Yes; 7. No; 8. No; 9. Yes; 10. Yes; 11. No.

If you score a perfect 11 you are the best possible roommate; anyone can live with you. Seven to ten correct means that you can be lived with, but there's room for improvement. If you had a score below seven—shame on you! But it's not too late for a change.

## Your Headquarters

## For Fashionable

# Footwear

### *For Dress:*

PEACOCKS

PARADISE

RHYTHM STEPS

CARMELLETTES

RED CROSS

GLAMOUR

### *For Campus:*

OLD MAINE TROTTERS

COLLEGE HILL

MODERN AGE

RISQUE CASUALS

Welcome to ISC!

*Emerhoff's*  
FOOTWEAR

219 Main street

Phone 27-J